



Order / Rev:	688357
Alt Order #:	06165367
Product Desc:	KAINE FOR SENATE
Estimate:	11224
Flight Dates:	09/10/12 - 09/16/12
Original Date / Rev:	06/05/12 / 06/05/12
Order Type:	Political

Primary AE:	Aaron Ashe
Sales Office:	T-WAS
Sales Region:	NAT

Name:	Media Strategies & Research/ POL
Buying Contact:	
Billing Contact:	
	11350 Randon Hills Road, Suite 670
	Fairfax, VA 22030

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Name:	Kaine,T/D/Sen/VA
Demographic:	A35+
Product Codes:	PL-US Senate
Priority:	P-5
Revenue Codes:	AGY, GEN, POL

New Business Thru: _____
 Order Separation: 00:15:00
 Advertiser External ID: _____
 Agency External ID: _____

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/16/12	48	\$48,500.00	\$41,225.00

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	48	\$48,500.00	\$41,225.00	0.00
Totals	48	\$48,500.00	\$41,225.00	0.00

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

WUSA	23%	\$48,500.00
Market	100%	\$210,869.57

CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WBDC	1%	\$2,108.70
WDCA	1%	\$2,108.70
WJLA	19%	\$40,065.22
WMDO	0%	\$0.00
WPXW	0%	\$0.00
WRC	35%	\$73,804.35
WTTG	21%	\$44,282.61
WWPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WUSA	09/10/12	09/13/12	5-6a 9 News @ 5a 9News @ 5a	CM	5-6a	M-WT---	:30	3	\$400.00	P-2	0.00	NM	3	\$1,200.00
1X/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/10/12	09/16/12	M-WT---		3		\$400.00		0.00					
E 2	WUSA	09/10/12	09/14/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	M-WTF--	:30	4	\$450.00	P-2	0.00	NM	4	\$1,800.00
1X/DAY															

Order / Rev: 688357
 Alt Order #: 06165367
 Flight Dates: 09/10/12 - 09/16/12

Advertiser: Kaine,T/D/Sen/VA
 Product Desc: KAINE FOR SENATE
 Estimate: 11224
 WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WUSA	09/10/12	09/14/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a M-WTF--	:30	4	\$450.00	P-2	0.00	NM	4	\$1,800.00
1X/DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	M-WTF--				4	\$450.00		0.00			
E 3	WUSA	09/12/12	09/14/12	CBS This Morning CBS This Morning	CM	7-9a --W-F--	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
1X/DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	--W-F--				2	\$250.00		0.00			
E 4	WUSA	09/10/12	09/13/12	Price Is Right The Price Is Right	CM	11a-12p M--T---	:30	2	\$325.00	P-3	0.00	NM	2	\$650.00
1X/DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	M--T---				2	\$325.00		0.00			
E 5	WUSA	09/14/12	09/14/12	9 News @ Noon 9 News @ Noon	CM	12-1230P ----F--	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
1X/DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	----F--				1	\$300.00		0.00			
E 6	WUSA	09/12/12	09/13/12	DT Daytime	CM	1230-3p --WT---	:30	2	\$375.00	P-3	0.00	NM	2	\$750.00
1X/DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	--WT---				2	\$375.00		0.00			
E 7	WUSA	09/10/12	09/10/12	3-4p The Doctors	CM	3-4p M-----	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
1X/DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	M-----				1	\$200.00		0.00			
E 8	WUSA	09/12/12	09/14/12	4-5p Dr. Phil	CM	4-5p --W-F--	:30	2	\$275.00	P-3	0.00	NM	2	\$550.00
1X/DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	--W-F--				2	\$275.00		0.00			
E 9	WUSA	09/10/12	09/14/12	9 News @ 5p 9 News @ 5p	CM	5-6p M-WTF--	:30	4	\$500.00	P-2	0.00	NM	4	\$2,000.00
1X/DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	M-WTF--				4	\$500.00		0.00			
E 10	WUSA	09/10/12	09/14/12	9 News @ 6p 9 News @ 6p	CM	6-630p M-WTF--	:30	4	\$800.00	P-2	0.00	NM	4	\$3,200.00
1X/DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	M-WTF--				4	\$800.00		0.00			
E 11	WUSA	09/10/12	09/14/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p M-WTF--	:30	4	\$750.00	P-2	0.00	NM	4	\$3,000.00
1X/DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	M-WTF--				4	\$750.00		0.00			
E 12	WUSA	09/15/12	09/15/12	9 News @ 6p Sat 9 News @ 6p Sat	CM	Sat 6-630p -----S-	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
1X/DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	-----S-				1	\$350.00		0.00			
E 13	WUSA	09/15/12	09/15/12	CBS Evening News Sat CBS Evening News Saturday	CM	Sat 630-7p -----S-	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
1X/DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	-----S-				1	\$600.00		0.00			
E 14	WUSA	09/16/12	09/16/12	9 News @ 630p Sun 9 News @ 630PM Sunday	CM	630-7P -----S	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
1X/DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	-----S				1	\$400.00		0.00			

REP HEADLINE# 6165367

REP: TEL# 703 528 7800 FAX# 703 528 7880
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS RPT. FROM REP
JUN5/12 12.59
*** WUSA-TV ***

NEW

ADD *** ORIGINAL REV#0 ***

DELETE

ORDER

LINE/S

PARTIAL LINE/S

AGENCY - 318 MASSACHUSETTS AVE, NE
ADDRESS WASHINGTON, DC 20002

START DATE-SEP10/12 END DATE-SEP16/12 WK-1

REP:

TO: NSA/NSM
FROM: JESSI FOR AARON
NEW ORDER
\$48,500 48X
THANKS, PLEASE CONFIRM
6/5

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

KAINE FOR SENATE 2012

BS LN#	REP LN#	CD	DAYS	BEGIN TIME	END TIME	PTRN	LNTH	BEGIN DATE	END DATE	CLS 13/	SEC 14/	PLAN	PLAN PRICE 16/	SPT /WK	SPOT RATE 18/	STATION CD	SC#	23/	SPOT /LIN

BIAS# 688357

1/AGENCY#

2/ADVERTISER#

3/PROD# EST#****

20/EOS 4/SLS#

5/REP#

21/BILL WK. MO-SU

63/PCON 64/ACON

11/RATE CARD

14/ORDER TYPE

57/CO-OP TYPE

59/STATE TAX

DATE

MEDIA STRATEGIES & RESEARCH

POLI/T KAINE/D/SEN/VA

KAINE FOR SENATE

AARON ASHE

- WASHINGTON, DC

9/AREA

10/BILL CODE

16/BYR - RACHAEL BEALE

17/RTG SVC - NSI

CO-OP KEY D/P REC#

58/CITY TAX

12

FAX# 703 528 7880

CREDIT ADVISORY: AGENCY CREDIT RISK !!!

ORDER WORKSHEET

HARRIS RPT. FROM REP

JUN5/12 12.59

*** WUSA-TV ***

REP HEADLINE# 6165367

BS LN#	REP LN#	CD	DAYS	BEGIN TIME	END TIME	PTRN	LNTH	BEGIN DATE	END DATE	CLS 13/	SEC 14/	PLAN	PLAN PRICE 16/	SPT /WK	RATE SPOT 18/	STATION CD	SC#	STS CD 23/	SPOT /LIN
	2		M, W-F	600A	700A		30	09/10	09/14			P2		4	\$450.00				4
	PROGRAM : NEWS																		
	CON COM1: 1X/DAY																		
	3		W, F	700A	900A		30	09/12	09/14			P2		2	\$250.00				2
	PROGRAM : EARLY SHOW																		
	CON COM1: 1X/DAY																		
	4		M, TH	1100A	1200N		30	09/10	09/13			P3		2	\$325.00				2
	PROGRAM : PRICE IS RIGHT																		
	CON COM1: 1X/DAY																		
	5		FRI	1200N	1230P		30	09/14	09/14			P3		1	\$300.00				1
	PROGRAM : NEWS																		
	6		W-TH	1230P	300P		30	09/12	09/13			P3		2	\$375.00				2
	PROGRAM : CBS SOAPS																		
	CON COM1: 1X/DAY																		
	7		MON	300P	400P		30	09/10	09/10			P3		1	\$200.00				1
	PROGRAM : THE DOCTORS																		
	8		W, F	400P	500P		30	09/12	09/14			P3		2	\$275.00				2
	PROGRAM : DR PHIL																		
	CON COM1: 1X/DAY																		
	9		M, W-F	500P	600P		30	09/10	09/14			P2		4	\$500.00				4
	PROGRAM : NEWS																		
	CON COM1: 1X/DAY																		
	10		M, W-F	600P	630P		30	09/10	09/14			P2		4	\$800.00				4
	PROGRAM : NEWS																		
	CON COM1: 1X/DAY																		
	11		M, W-F	700P	730P		30	09/10	09/14			P2		4	\$750.00				4
	PROGRAM : NEWS																		
	CON COM1: 1X/DAY																		

JUN5/12 12.59
*** WUSA-TV ***

BS	REP	CD	DAYS	BEGIN TIME	END TIME	PTRN	LNTH	BEGIN DATE	END DATE	CLS 13/	SEC 14/	PLAN	PLAN PRICE 16/	SPT /WK	RATE SPOT 18/	STATION CD	SC#	STS 23/	SPOT /LIN
LN#	LN#																		
12			SAT	600P-630P			30	09/15	09/15					1	\$350.00				1
PROGRAM : NEWS																			
13			SAT	630P-700P			30	09/15	09/15					1	\$600.00				1
PROGRAM : NEWS																			
14			SUN	630P-700P			30	09/16	09/16					1	\$400.00				1
PROGRAM : NEWS																			
15			M,TH-F	730P-800P			30	09/10	09/14					3	\$700.00				3
PROGRAM : ENT TONIGHT CON COM1: 1X/DAY																			
16			MON	900P-1000P			30	09/10	09/10					1	\$3,500.00				1
PROGRAM : TWO GIRLS/MIKE																			
17			WED	900P-1000P			30	09/12	09/12					1	\$5,000.00				1
PROGRAM : CRIMINAL MINDS																			
18			THU	1000P-1100P			30	09/13	09/13					1	\$5,500.00				1
PROGRAM : MENTALIST																			
19			FRI	1000P-1100P			30	09/14	09/14					1	\$4,000.00				1
PROGRAM : BLUE BLOODS																			
20			M,W,F	1100P-1135P			30	09/10	09/14					4	\$2,000.00				4
PROGRAM : NEWS CON COM1: 1X/DAY																			
21			SAT	1100P-1135P			30	09/15	09/15					1	\$2,000.00				1
PROGRAM : NEWS																			
22			SUN	1100P-1135P			30	09/16	09/16					1	\$2,000.00				1
PROGRAM : NEWS																			

REP HEADLINE# 6165367

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ORDER WORKSHEET HARRIS RPT. FROM REP
JUN5/12 12.59
*** WUSA-TV ***

BS LN#	REP LN#	CD	DAYS	BEGIN TIME	END TIME	PTRN	LNTH	BEGIN DATE	END DATE	CLS 13/	SEC 14/	PLAN	PLAN PRICE 16/	SPT /WK	RATE SPOT 18/	STATION CD	CD SC#	STS 23/	SPOT /LIN
23		W,F		1135P-1235A			30	09/12	09/14			13		2	\$350.00				2
PROGRAM : LETTERMAN																			
CON COM1: 1X/DAY																			
24		SAT		1135P-1235A			30	09/15	09/15					1	\$200.00				1
PROGRAM : CRIMINAL MINDS																			
SEP/12															CONTRACT TOTAL				
48500.00															48500.00				
															TOTAL SPOTS				
															48				

MARKET TOTALS \$210,869 WUSA 23% WTTG 21% WJLA 19% WRC 35% WDCA 1% WDCW 1% CABL 0%
SVC- NSI
DEMOS- RA35+*